

CAREER FACT SHEET

Public Relations Professionals

Snapshot

Public Relations Professionals plan, develop, implement and evaluate information and communication strategies that create an understanding and a favourable view of organisations, their goods and services, and their role in the community.

How many are employed in this occupation?	31,100
What are the average weekly earnings for full time workers?	\$1,793
How does unemployment compare with other occupations?	Average
What are the job prospects for this occupation?	Medium
What will be the likely future employment growth for the next five years?	Relatively Steady

Main employing industries

Professional, Scientific and Technical Services; Public Administration and Safety; Health Care and Social Assistance; Information Media and Telecommunications

Tasks

This occupation may include associated occupations with varying tasks.

- planning and organising publicity campaigns and communication strategies
- advising executives on the public relations implications of their policies, programs and practices
- preparing and controlling the issue of news and press releases
- undertaking and commissioning public opinion research, analysing the findings and planning public relations and promotional campaigns
- organising special events, seminars, entertainment, competitions and social functions to promote goodwill and favourable publicity
- representing organisations and arranging executive interviews with publicity media
- attending business, social and other functions to promote the organisation
- commissioning and obtaining photographs and other illustrative material
- selecting, appraising and revising material submitted by publicity writers, photographers, illustrators and others to create favourable publicity

INDUSTRY OVERVIEW

Information Media and Telecommunications

Do you have a flair for coding in Java, fixing computer bugs and setting up data networks? Or are you into producing compelling web content via slick copy, video and audio production? If you answered yes to either of these questions then you should definitely explore the many career pathways available in the exciting world of Information, Media and Telecommunications. The Information, Media and Telecommunications industry requires people with a diverse range of skills. From those who can drive the technology that controls the storage and dissemination of information, to creative-types, skilled at producing innovative solutions for clients wanting their business to stand out from the crowd. This industry also employs people who have solid interpersonal skills for roles in client sales and support. Just about every organisation requires some kind of information technology facility, therefore working in this industry means the opportunity to gain experience in a variety of enterprises. There are career pathways in data management, games and multimedia design, hardware and software maintenance and support, database design and networking. You could work as an electronics technician, a data communications tradesperson or as website designer. With relevant qualifications and experience you could even manage entire information systems.



Information Media and Telecommunications

Possible job pathways

- Call or Contact Centre Workers
- Call, Contact Centre & Customer Service Managers
- Computer Network Professionals
- Graphic and Web Designers, and Illustrators
- ICT Managers
- ICT Sales Assistants
- ICT Sales Professionals
- ICT Support Technicians
- Software and Applications Programmers
- Technical Sales Representatives
- Telecommunications Engineering Professionals
- Telecommunications Technical Specialists
- Telecommunications Trades Workers
- Actors, Dancers and Other Entertainers
- Artistic Directors, Media Producers & Presenters
- Film, Television, Radio and Stage Directors
- Gallery, Library and Museum Technicians
- Journalists and Other Writers
- Performing Arts Technicians
- Printers
- Printing Assistants and Table Workers
- Public Relations Professionals
- Signwriters

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